



#### THE STORY BEHIND MOO LET'S TALK

No person or workplace is immune to the effects of mental health issues. COWS and the people that work there are no exception. The loss of a former team member to suicide inspired family, friends and co-workers to raise awareness and funds for suicide prevention efforts in their community. From that collaboration, and through COWS pension for parody, Moo Let's Talk was created.

Moo Let's Talk was a wonderful success in 2018, with thousands of people lining up at the Creamery, Queen Street store and UPEI to buy ice cream, share stories and support the efforts of the Canadian Mental Health Association, Prince Edward Island Division. The campaign raised \$30,000.

#### THE CAUSE

Proceeds from Moo Let's Talk will again be donated to the Canadian Mental Health Association, PEI Division (CMHA-PEI). CMHA-PEI is a community-based organization that began its work on Prince Edward Island as a division of CMHA National in 1959. Their mandate is "Mental Health for All". Their mission is to promote the mental health of all Islanders by enabling individuals, groups and communities to increase their control over, and enhance, their mental health. To carry out this mission, their 150 volunteers and 50+ support staff provide programs and

services, education and information, research, advocacy and social policy development designed to help all Islanders improve their mental wellness.

They have offices, programming space and housing units in Charlottetown, Summerside and Alberton. All money donated to CMHA-PEI stays in the province in support of programs and services for Islanders. To learn more about what we do, please visit [www.pei.cmha.ca](http://www.pei.cmha.ca).

Money raised from Moo Let's Talk in 2018 was allocated to various suicide prevention programs including the delivery a number of free community safeTALK sessions in Kings, Queens and Prince County. safeTALK is a half-day alertness training that prepares anyone over the age of 15, regardless of prior experience or training, to become a suicide-alert helper. Most people with thoughts of suicide don't truly want to die, but are struggling with pain in their lives. Through their words and actions, they invite help to stay alive. safeTALK-trained helpers can recognize these invitations and take action by connecting them with life-saving intervention resources.

## PARTNERSHIP OPPORTUNITIES

We're looking for partners to contribute an average of \$500 each to help offset costs associated with promoting the event. We will have live on location radio through Hot 105.5 on March 8<sup>th</sup> at the COWS Creamery, a series of radio commercials leading up to the event, as well social media paid and organic advertising.

Partners will be named during the 4 hour live on location radio announcements, as well as in social media, complete with tags if available. Cheque presentation opportunities will be made available on March 8 and photos will be forwarded to local media for print.

Any business, individual or organization wishing to make a donation instead of entering into a sponsorship agreement can contact CMHA-PEI directly. A tax receipt for the full donation will be issued and your contribution will be added to the Moo Let's Talk campaign total for 2019.

## CONTACT INFORMATION

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